

DOMINIC VON PROECK



Co-Founder Leader of AI Expert on AI

Dominic von Proeck is a pioneer at the interface of education, neuroscience and artificial intelligence. He wants to change forever the way we acquire skills. Dominic's vision is to unlock the neural code of our brain so that we are able to learn skills in the blink of an eye.

Dominic von Proeck studied computer science and physics at the Fernuniversität Hagen and the FAU Erlangen-Nürnberg and became a company founder early on. Over the past 10 years, he has co-founded three AI start-ups. With Punk Inc., he and his team reformed the training of managers in top companies such as Allianz, Adidas and Siemens with an innovative 'flight simulator' for future skills. In 2022, the company was successfully sold to the WBS Group. The start-up Brainscent doses AI scents that specifically influence the brain's ability to perform and relax. The work led to successful studies and a pioneering patent. In his current project Leaders of AI, Dominic von Proeck and his team are setting new standards in the training of the self-employed, entrepreneurs and managers in the use of ChatGPT & Co. The MBAI®, developed in cooperation with renowned partners such as Luther, EY, SAP and the Fresenius University of Applied Sciences, is at the centre of the training.

In addition to his entrepreneurial activities, Dominic von Proeck shares his knowledge and insights on AI in books, at international conferences, teaches at various universities and is involved as a senator in the commissions for education and digitalisation.

Dominic is a much sought-after speaker whose presentations are lively and practical. He prepares himself specifically for the respective clientele with suitable use cases. Whether insurance, industry, retail, fashion or automotive - his focus is less on statistics and studies and more on real-life applications. Dominic provides specific ideas for implementation and, where appropriate, also integrates experience from his own projects.